

The Cooperative Education and Internship Association
BOARD OF DIRECTORS MEETING
Virtual July 9, 2018

(In the interest of space, written reports given out at the meeting will not be rewritten into these minutes; however, a copy of the annual report, that includes a summary of reports, will be included in the set of official minutes. Where a report was submitted, ATTACHMENT will be inserted into the minutes. Contact CEIA office for any copies of these reports that you may be missing. You may assume a discussion took place for all items listed.)

Board Members Present: Veronica Porter, Scott Maynard, Dan Cayse, Jessy Jones, Andrew Harper, Julie Hutt, Sarah Burrows, Kate Darcy Hohenthal, Tracey Dowling, Molly Thompson, Sara Muzzy, Kelly Harper, Zach Osborne, Janis Ransom, Makesha Dockery, Patricia Bazrod

Absent: Dawn Koeltzow, Joe Catrino, Lynne Hickle, Ross Johnston

Ex Officio Present: Peggy Harrier, David Caffo, Cara Doyle, Michael Sharp

Ex Officio Absent: none

Call to Order: 2:00 pm by President, Veronica Porter

Review of Agenda: V. Porter (Attachment)

Reviewed agenda and asked for additions or deletions – added Research Employer Survey, Sarah Burrows, report.

Minutes of previous meetings: P. Harrier (Attachments)

- Review and approval of April 15th board meeting minutes.

Motion Made, Seconded (S. Burrows/V. Porter) to accept April 15th minutes. **Motion Carried.**

- Review and approval of April 16th board meeting minutes.

Motion Made, Seconded (A. Harper/K. Hohenthal) to accept April 16th minutes. **Motion Carried.**

- Annual Business Meeting 2018 – reviewed minutes; hold for approval at next conference.

2018 Conference: David Caffo, Chair

- Summary: income over expenses \$93,171.00 Congratulations from all!

2019 Conference: Cara Doyle, Conference Chair, North Carolina State University

- March 31 – April 2, 2019; Chicago Westin River North; Call for Proposals ready August 1st ; blast August 15th
- Reviewed Committees formed, logo & marketing materials, website pages LIVE (Registration and agenda draft)
- Reviewed proposed conference budget (hold for operations budget)
- Looking for Development & Sponsorship Chair (Chris Offield, Purple Briefcase, accepted after the meeting)

Action Item: C. Doyle will send P. Harrier conference committee lists for website.

Financial Update: D. Cayse

- Increased 2019 conference fees (\$10/registration):

Conference Member Rates	Current	\$10 Increase
Early Bird	\$475	\$485
Regular	\$525	\$535
Late	\$575	\$585
One-Day	\$300	\$310

- Transition 2019 membership fees to tiers:

Membership Rates	Current	Proposed
Individual	\$200	\$200
Org. up to 3	\$480	\$495
Org. 4-6	\$160 each	\$825
Org. 7-9	\$160 each	\$1,320
Org. 10 or more	\$160 each	\$145 each

- 2018-19 Proposed Operating Budget – reviewed

Motion Made, Seconded (S. Burrows/M. Thompson) to accept 2018-19 Operating Budget. **Motion Carried.**

- Includes approval of 2019 Conference budget.

President's Remarks: V. Porter

- What is our Mission? Discussed strategic planning
- D. Cayse preparing Business Plan to drive action steps.
- Board survey completed – J. Hutt; send out each March going forward
 - Summarized by themes; for transparency

Action Item: J. Hutt will send summary report of Board Survey to S. Burrows.

- Executive team met in Cincinnati, June 26 & 27
- Looking at high school and graduate experiential education programs
- Service Agreements – S. Maynard
 - D. Cayse renewed to May 31, 2021
 - P. Harrier renewed to May 31, 2021

Business Plan: D. Cayse/V. Porter

Action Item: D. Cayse will develop the framework of Business Plan for fall board meeting.

- Include stakeholders; what would you like to see?
- Focus – V. Porter
 - Professional Development – work with Network VPs
 - Communications – include Regional VPs
 - Membership – include Regional VPs

Experience Magazine: M. Sharp

- Issue 3 – 10 articles in review; Issue 4 – 5 abstracts so far
- Looking at production costs – create template; internet delivery
- Working with D. Caffo for support, marketing, ad revenue to open issues to the public

Action Item: Board will push to regions and networks to submit articles and volunteer to serve on Experience Magazine committees for a diverse field; reach out to conference presenters to write articles.

Action Item: M. Sharp will send P. Harrier list of open positions

Action Item: J. Hutt will send conference presenter evals to S. Burrows to review, collate and present to M. Sharp for writing articles.

- \$15/year Membership for publications only (nonmembers)

Research & Surveys: S. Burrows

- Preparing Employer Survey; John Pryor shared questions used last year & Ross Johnston provided input.
- Working on Draft for review in early August.

Associate External Relations & Development: D. Caffo

- Looking at long term partnerships and initiatives with potential partners
- Developing website pages solely for development; working with Association of Fundraising Professionals
- Donor Bill of Rights; ethical standards

Action Item: Advertising Kit being updated with P. Harrier – will send to full board; establishing communication plan.

- i.e. Dell Corp. – National Internship Program; 12 computers committed to providing to 2019 conference

2020 Conference : Andrew Harper, Chair

- San Diego, CA – Westin downtown

2021 Conference : P. Harrier

- Tampa, FL – Tampa Marriott Waterside

CEIA Academy: P. Harrier

- Vail training update – 29 attendees; post training evaluation in process; 2019 hotel contract in process.
- On-the-Road – J. Catrino & T. Dowling working with committee
- Professional development pages on website being updated (Knowledge Zone and Skills, Tools Hotspot in Members area)

Action Item: P. Harrier updating web pages as needed for 2018-19 year and 2019 conference.

Student Awards: T. Dowling

- Digitizing process through Survey Monkey; P. Harrier access to collate all.
- Moving deadlines up a month, to Nov. 1st.

Action Item: Student Awards Chairs revising processes and website pages for four student awards, by August 31st.

2018-19 CEIA Board Meetings: P. Harrier

- Fall board meeting – Chicago, IL September 23-25, 2018 (Sun-Tues.)
- Winter board meeting – Tampa, FL January 6-8, 2019
- Spring '19 conference board meetings – March 30 & 31, 2019; Chicago, IL

Review of Action Items (Attached at end of these minutes)**Wrap-up and Comments:** V. Porter

Action Item: All to review calendar at end of Board Manual for key dates.

Action Item: All to develop personal plan for the year, using the board calendar, by August 1st.

Adjournment: V. Porter

Motion Made, Seconded (M. Thompson/T. Dowling) to adjourn the meeting at 3:13 pm. **Motion Carried.**

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ACTION ITEMS

1. **Action Item: Board** will update their pages on website by September 1st. (K. Harper spreadsheet).
2. **Action Item: J. Catrino** will facilitate update of Peer Resource Network over the next year.
3. **Action Item: J. Catrino** to facilitate update of Skills, Tools Hotspot pages.
4. **Action Item: Board members** to review and update North American Directory pages.
5. **Action Item: All board members** will troll LinkedIn pages and respond where appropriate.
6. **Action Item: Secure** CEIA Academy (NAWIL) Alumni Ribbons for name badges at 2019 conference.
7. **Action Item: Continue** membership contest to end of year 2018. (\$100 prize)
8. **Action Item: M. Thompson** will pursue Pearson initiative with support of S. Maynard and D. Cayse and report back to Board at Fall meeting in Chicago.
9. **Action Item: S. Burrows** will investigate a new benchmarking survey for Employers.
10. **Action Item: V. Porter** will prepare board schedule for Blogs & LinkedIn posts for 2018-19.
11. **Action Item: S. Maynard and D. Cayse** charged with developing a Business Plan utilizing the new External Relations & Development position.
12. **Action Item: Update** 2019 conference web pages by July 15, 2018.
13. **Action Item: C. Doyle** will send P. Harrier conference committee lists for website.

14. **Action Item: J. Hutt** will send summary report of Board Survey to S. Burrows.
15. **Action Item: D. Cayse** will develop the framework of Business Plan for fall board meeting.
16. **Action Item: Board** will push to regions and networks to submit articles and volunteer to serve on Experience Magazine committees for a diverse field; reach out to conference presenters to write articles.
17. **Action Item: M. Sharp** will send P. Harrier list of open positions
18. **Action Item: J. Hutt** will send conference presenter evals to S. Burrows to review, collate and present to M. Sharp for writing articles.
19. **Action Item: Advertising Kit** being updated with P. Harrier – will send to full board; establishing communication plan.
20. **Action Item: P. Harrier** updating web pages as needed for 2018-19 year and 2019 conference.
21. **Action Item: Student Awards Chairs** revising processes and website pages for four student awards, by August 31st.
22. **Action Item: All** to review calendar at end of Board Manual for key dates.
23. **Action Item: All** to develop personal plan for the year, using the board calendar, by August 1st.